

"LITMUS EMAIL ANALYTICS"

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SUMMARY

"Litmus Email Analytics" provides statistics about the usage market share for email broken out by the user's hardware platform and the user's software program or app

**Servers of your
email service**

The diagram illustrates the connection between a user's computer and email servers. At the top, a grey cloud contains a light blue box with the text "Servers of your email service". Below this, a large blue arrow points upwards from the "Internet Connection" label to the servers. To the left, a red-bordered box represents "Your Computer", which contains a smaller blue-bordered box with the text "You can use a Web Browser or email client software to access your e-mail".

Your Computer

**You can use a Web
Browser or email
client software to
access
your e-mail**

**Internet
Connection**

**Servers of your
email service**

The diagram illustrates the connection between a user's device and email servers. At the top, a grey cloud contains a light blue box with the text "Servers of your email service". Below this, a large blue arrow points upwards from the "Internet Connection" label to the servers. To the left, a red-bordered box contains the text "Your Cell Phone or Tablet". Inside this box is a smaller blue-bordered box with the text "You can use a Web Browser or email client software or vendor-specific app to access your email".

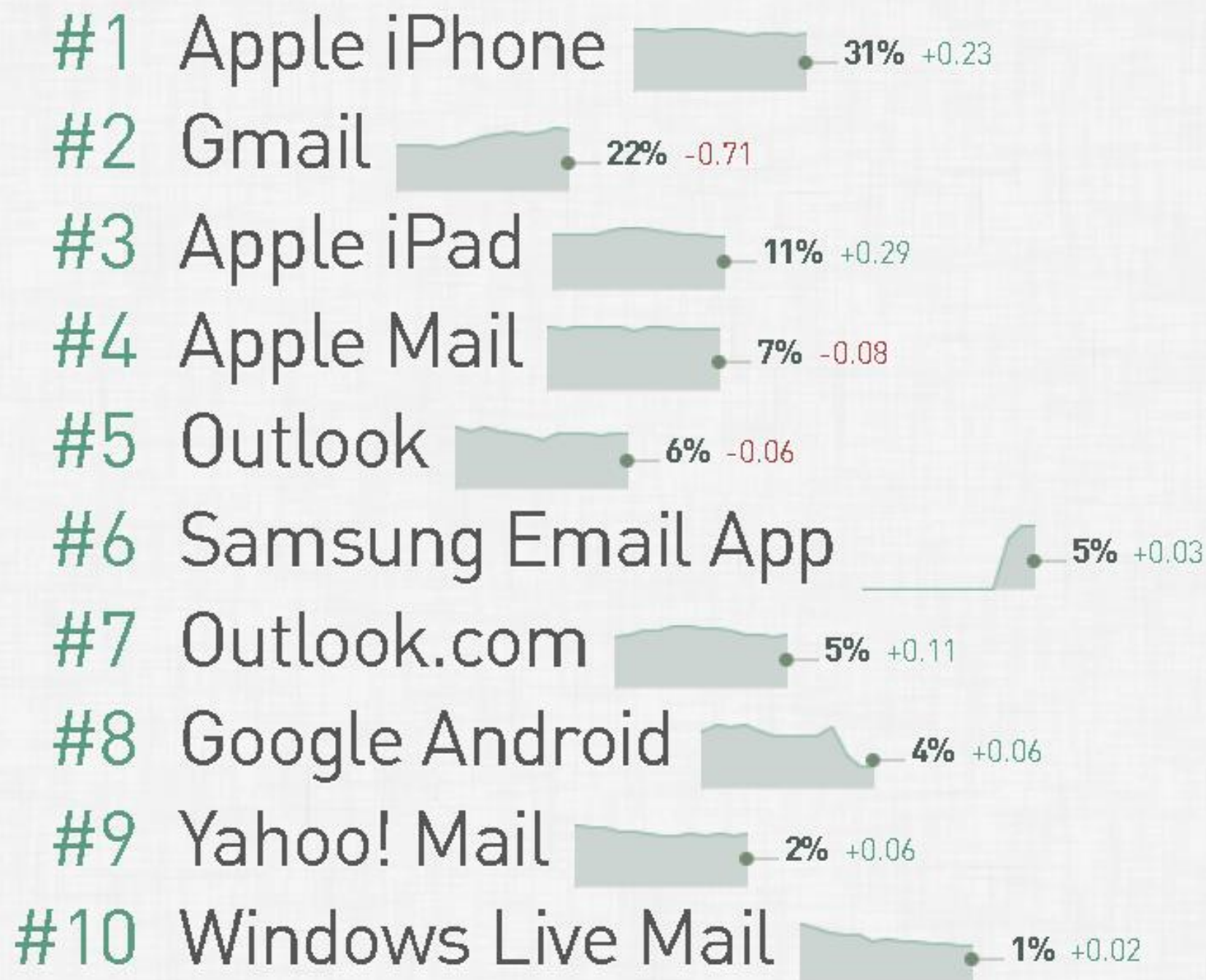
**Your Cell Phone or
Tablet**

**You can use a Web
Browser or email
client software or
vendor-specific app
to access your email**

**Internet
Connection**

"LITMUS EMAIL ANALYTICS"

<https://litmus.com/blog/email-client-market-share-trends-1h-2017>



- Apple iPhone 31%
- Gmail 22%
- Apple iPad 11%
- Apple Mail 7%
- Outlook 6%
- Samsung App 5%
- Outlook.com 5%
- Google Android 4%
- Yahoo! Mail 2%
- Windows Live Mail 1%

- Apple iPhone (browser, email client, or email vendor-provided app in iPhone cell phone) 31%
- Gmail (Google's Webmail on Mac or Win PC) 22%
- Apple iPad (browser, email client, or vendor app in iPad tablet) 11%
- Apple Mail (Apple's email client program in a Mac) 7%
- Outlook (Microsoft's Outlook email client program in Win PC) 6%
- Samsung App (Samsung email app in Samsung cell phone or tablet) 5%
- Outlook.com (Webmail on Win PC or Mac) 5%
- Google Android (Android tablet or cell phone) 4%
- Yahoo! Mail (Webmail on Mac or Win PC) 2%
- Windows Live Mail (Email Client in Win PC) 1%

- The market share values for "Apple Mail", "Outlook", and "Windows Live Mail" are for these email client programs/apps running in the associated computers

- The market share values for Gmail, Outlook.com, and Yahoo! Mail are for Webmail access to email by means of Web browsers on computers including Windows desktop computers, Windows laptops, Mac desktop computers, and Mac laptops

- The market share values for "Apple iPhone", "Apple iPad", "Samsung Email App", and "Google Android" are for all email read on the associated cell phone and tablet devices including Web browsers, the device's "Mail" app, and vendor-specific apps on these devices

- Gmail (Google's Webmail via a Web browser on a Windows or Mac computer) 22%
- Outlook.com (Microsoft's Webmail via a Web browser on Windows or Mac computer) 5%
- Yahoo! Mail (Yahoo's Webmail via a Web browser in a Windows or Mac computer) 2%

Total for Webmail on computers 29%

- Apple Mail (Apple's email client program in Mac computer, bundled with "macOS") 7%
- Outlook (Outlook email client program which is part of "Microsoft Office.." in Windows PCs, not free) 6%
- Windows Live Mail (Microsoft's obsolete email client program in Windows PC, free but not available) 1%
- Mozilla Thunderbird (free and open source) <1%

Total for email client programs on computers 14%

- Apple iPhone (browser, email client, or email vendor-provided app in iPhone cell phone) 31%
 - Apple iPad (browser, email client, or vendor app in iPad tablets) 11%
 - Samsung App (Samsung email app in Samsung tablet and phones) 5%
 - Google Android (Android tablet or cell phones) 4%
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- Total for email on portable devices 51%

- For the 51% market share total for email on portable devices (cell phones and tablets), "Litmus.." does not provide a breakdown of which email provider is utilized, nor do they report a breakdown of whether the portable device accessed email from a Web browser or a email app.

1) email provider

The diagram illustrates the flow of email communication. At the top, a grey cloud contains a light blue box with the text '1) email provider'. Below this, a large blue arrow points upwards from the 'Internet Connection' label to the cloud. To the left of the arrow, a red-bordered box contains two sub-sections: a top section with a white background and black text '2) Hardware device (computer, tablet, or cell phone)', and a bottom section with a white background and blue text '3) Software app used to access e-mail (email client program/app or your Web browser)'. The blue arrow originates from the right side of the bottom section of the red-bordered box and points towards the cloud.

**2) Hardware device
(computer, tablet, or
cell phone)**

**3) Software app used
to access e-mail (email
client program/app or
your Web browser)**

**Internet
Connection**

- Market share total for Webmail via Web browsers on computers = 29%
- Market share total for email client programs on computers = 14%
- Market share total for email on portable devices (cell phones and tablets) = 51%